

# CHRISTINA MARTINS

## Associate Brand Manager

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📍 Nashville, TN

### 📄 Professional summary

Detail-oriented and proactive Associate Brand Manager with experience in supporting the development and execution of strategic marketing plans. Adept at conducting market research, coordinating cross-functional teams, and assisting in product launches.

### ⚡ Experience

2021 - Now

#### Associate Brand Manager

Unilever, Nashville, TN

- Assist in the development and execution of brand strategies for multiple product lines, contributing to a 15% increase in market share.
- Coordinate with the marketing team to plan and implement digital campaigns, resulting in a 20% increase in online engagement.
- Conduct market research and competitive analysis to inform product positioning and marketing strategies.
- Manage relationships with external agencies and vendors to ensure timely delivery of marketing materials.
- Monitor and report on campaign performance, providing actionable insights for optimization.
- Track emerging industry trends to recommend innovative marketing tactics and maintain competitive advantage.

2019 - 2021

#### Assistant Brand Manager

PepsiCo, Nashville, TN

- Supported the brand management team in executing marketing campaigns across various channels.
- Assisted in the development of promotional materials and advertising content.
- Conducted consumer research to gather insights on brand perception and customer preferences.
- Coordinated with cross-functional teams, including sales and product development, to ensure alignment on brand initiatives.

### 🎓 Education

**Bachelor of Business Administration (BBA), University of Minnesota, Minneapolis, MN**

*Graduated: May 2019*

### Professional Affiliations

- American Marketing Association (AMA) - since 2023
- Association of National Advertisers (ANA) - since 2021

### 💡 Skills

Brand Strategy Development ★★★★★

Market Research and Analysis ★★★★★

Digital Marketing ★★★★★

Campaign Management ★★★★★

Project Coordination ★★★★★

Cross-Functional Team Collaboration ★★★★★

CRM and Marketing Automation Tools (e.g., Salesforce, HubSpot) ★★★★★

Microsoft Office Suite (Excel, PowerPoint, Word) ★★★★★

Data-Driven Decision Making ★★★★★

Social Media Marketing ★★★★★

Content Creation and Management ★★★★★